

LEO BURNETT COMPANY, Inc.

Ad No. 2771—Fruit Stand—Req. No. 44082—2nd Cover 4/C Blend—5½ x 7½—Jes, 1972 (A)

Printed in U.S.A.

Where the flavor is.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

20 mg "tar," 1.3 mg nicotine av. per cigarette. FTC Report Aug. '71



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